

**Influencing the agenda: How the latest online search methods are changing
the way communications professionals can plan message strategies**

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About the Author:

Laurel Herold is a Professional M.A. candidate at the University of Minnesota. At the time this research was conducted, Herold worked in the University of Minnesota Academic Health Center (AHC) Office of Communications. The office is responsible for all media relations and public relations for the health sciences schools at the University. The office also manages the Health Talk Blog, the university's premier source for all things health.

During her tenure at the AHC, Herold received numerous inquiries for experts to comment on "trending health topics" often sourced by social media or Google news. Based on increased media requests for experts to discuss the Paleo Diet as search queries for the Paleo Diet increased in 2013, Herold is interested in exploring Google Trends as a potential tool for measuring media interest in a topic, a tool that can help gauge when reporters may seek out information on a story based on general population interest, or when information should be written about in owned media such as the Health Talk blog.

Abstract

Objective

In 2013, The Paleo Diet was the most searched for diet according to Google Trends. Grounded in an Agenda Setting/Agenda Building framework, this study aimed to document the relationship between Google trends and online newspaper reporting of the Paleo Diet, to better understand how the media agenda and the general public agenda may influence one another.

Methods

1. Statistical analysis of Google Trends and newspapers to understand the correlation between search queries for and reporting of the Paleo Diet in the United States from 2004 – 2013 using the Pearson's correlation test.
2. A content analysis of newspaper articles to determine quality of reporting on the Paleo Diet.
3. A focus group of Paleo Diet enthusiasts to identify how they get their information.

Results

The relationship between search queries for Paleo Diet and reporting of Paleo Diet are significant ($r=.998, p <.001$), however, the majority of newspaper articles only mention the Paleo Diet, rather than explain the diet. Furthermore, information-seeking Paleo Diet enthusiasts do not use traditional media to gather information.

Conclusion

No longer is there one specific identifier to determine how the general public will think about a specific topic, or what topics will become prevalent at all. The

traditional concepts of Agenda Setting and Agenda Building theories have evolved. Specifically, this study found that as Google search queries for Paleo Diet went up, the reporting of Paleo Diet quickly followed. Increased awareness of the relationship between potential agenda influencers and how stories are being reported can be beneficial for communications professionals. Furthermore, using Google Trends as a tool to help measure how influential a topic has become can help communications professionals better tailor their messages to the appropriate audience. The author proposes a new model to better understand agenda influencing in the current communication landscape.

Keywords:

Google Trends, Paleo Diet, Agenda Setting, Agenda Building, Newspaper reporting

Introduction

Agenda Setting:

According to the Agenda Setting theory of communications, mass media determines what issues are important, thereby influencing public opinion. In essence, the public not only learns about news and information from the mass media, but also how important information is based on how much attention the mass media gives to a topic (McCombs & Shaw, 1972). By choosing what news or information gets attention and what doesn't get attention, the media plays an important part in shaping public reality (McCombs & Shaw, 1972). However, original research on the Agenda Setting theory only looked at the influence of traditional media on the general public. The Agenda Setting theory did not test the earliest stages of the agenda process - what influences the media. Specifically, the Agenda Setting theory lacks information on the influence of real-world events on the media (Funkhouser, 1973).

Agenda Building:

Expanding upon the Agenda Setting theory, the Agenda Building theory focuses on who sets the media agenda in the first place (Kim & Kioussis, 2012) and tries to give an "explanation of why information about certain issues, and not other issues, is available to the public in a democracy" (Dearing & Rogers, 1996 as cited in Sheafer & Weimann, 2005). Traditionally, public relations played a significant role in the theory of Agenda Building (McCombs, 1972). Material

and activities such as press releases or press conferences have been viewed as the tools that shape what the media reports, and therefore are pivotal in the Agenda Building theory (Sheafer & Weimann, 2005). However, public relations cannot take all the credit for setting the media's agenda, especially in the current communication landscape. The noticeable decline in the influence public relations had on the media is recognized by a recent survey that found only 7 percent of journalists report the use of traditional press releases for stories, meaning there must be a different way story ideas are generated (Oriella PR Network, 2013).

Although the influence of public relations on the media may have declined, the PR industry still plays a role in shaping the media agenda to some extent. However, real-world indicators and events now impact the hierarchy of issues covered by the media the most, with or without public relations (Sheafer & Weimann, 2005). Events such as natural disasters, wars, acts of terror, elections, or even sporting events and award shows play a role in setting the media agenda. The agenda influencing power of events has become even more impactful in the digital age, when anyone with a smart phone and access to the internet can become a source. Traditional media outlets are often not the first medium to break information, which leads some journalists to scrub the internet and social media sites for news.

Agenda setting and the internet:

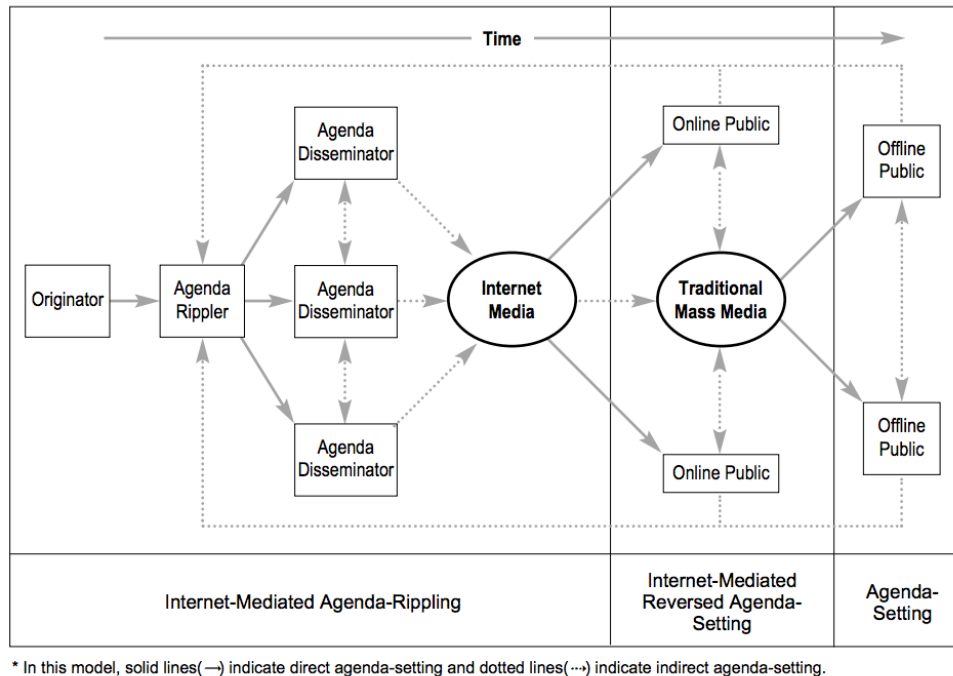
In an effort to expand the scope of the Agenda Setting theory to incorporate the internet, Kim and Lee (2006) looked into how the internet differs from traditional Agenda Setting theories. Their research not only acknowledges that the internet is in competition with traditional media, but it also gives credit to the public agenda as a media influencer, saying “new media technologies lay a technical foundation for the fundamental change of citizens’ role in the communication process” (Kim & Lee, 2006, p. 9). The scholars researched the pattern of internet Agenda Setting by studying 10 cases that all had a ripple effect in Korea from 2000 until 2005 (Kim & Lee, 2006). The study found that by using various online channels, a person’s opinion could be shared so greatly it synthesized with the public opinion that influences news coverage (Kim & Lee, 2006). Their study suggests a new idea called ‘Reversed Agenda Effects,’ meaning that the public agenda could set the media agenda (Kim & Lee, 2006). Although not a new theory, the researchers went on to propose ordinary people using the internet can set the agenda in three parts. First is the internet-mediated agenda-rippling stage, in which the opinions of any unknown online sources spread or ripple through major internet communication channels such as blogs, personal homepages or community pages (Kim & Lee, 2006). Next, larger news-sharing sites, comparable to the U.S.’s BuzzFeed, pick up the story and it gets spread even further online (Kim & Lee, 2006). The third and last step is internet-mediated reversed Agenda Setting, where the issues, having already

spread online, get picked up by traditional media, which influences the general public that was not a part of the previous conversation online (Kim & Lee, 2006).

Collective Intelligence:

The reason a topic can go through the process of Reversed Agenda Setting is because of a concept called ‘collective intelligence,’ which states that a whole different cyberspace community exists (Pierre Levy, 2002, as cited in Kim & Lee, 2006). In the cyberspace community, a member can express his or her opinion with other members, freely exchanging views and information through a web of computers connecting like-minded individuals who may otherwise never meet. When a problem, issue or idea arises within this space, a number of individuals can join together to share content and spread to other like-minded individuals. Although Kim and Lee did not set out to verify previous hypotheses or to propose a new communications theory, their exploratory study did suggest a model for disseminating information from an online space to traditional media (figure 1). The model they propose further explains how information is being shared in real-time and is a great look into how the communications landscape has changed to incorporate non-traditional agenda setters or influencers.

Figure 1: Kim and Lee’s Reversed Agenda Effects Model



Agenda Building and Social Media:

Further research into the influence of non-traditional agenda setters led John H Parmelee to look into the Agenda Building function of political tweets, and found that “tweets from political leaders are used by journalists in ways that suggest First- and Second-Level Agenda Building” (Parmelee, 2008, p. 434). First-level Agenda Building happens when a reporter covers a story he or she might not have otherwise covered, and second-level Agenda Building refers to journalists being influenced to use certain attributes to portray issues and other objects (Parmelee, 2008). Political reporters and editors at U.S. newspapers during the 2012 campaign gave specific examples of times that political tweets shaped their coverage in terms of “the events they cover, the sources they

interview, the quotes they use, and the background information they rely on to decide how to cover an issue” (Parmelee, 2008, p. 434). However, not all tweets are created equal. Tweets not affiliated with candidates or elected officials, such as tweets from political bloggers, think tanks, and interest groups tended to rank highest in credibility (Parmelee, 2008). Specifically, interviewees said tweets from campaign managers or politicians were often viewed as 140 character press releases, “of the type that typically are ignored by most reporters” (Parmelee, 2008, p. 442). Similar to what Kim and Lee found, Parmelee found that a real shift has taken place in journalism, highlighting an almost skeptical view of traditional Agenda Building and instead fostering a new way of attaining information by journalists. Now, trending Twitter hashtags or a highly viewed YouTube video can become acceptable story-mining tools. These practices further highlight the direction in which the communications industry is heading.

Journalists are changing the way they obtain news, but they aren’t the only ones. Consumers are also changing the way they gather news and information from traditional media to social media, further highlighting the decline in traditional Agenda Setting. For the Agenda Setting theory to work, a lot lies on the general public’s trust in the media, yet traditional media is no longer considered the premier trusted source for information (Edelman Trust Barometer, 2013). Instead, the 2013 Edelman Trust Barometer found that social media has become the most trusted source for information. “Trust is one party’s willingness to be vulnerable to another party based on the confidence that the

latter party is (a) benevolent, (b) reliable, (c) competent, (d) honest, and (e) open,” (Tschannen-Moran & Hoy as cited in Rawlins, 2006). If the general public no longer finds the media a reliable, honest or open source for information, the media loses its credibility and ability to influence.

Trust in media:

In 2013, the research firm Edelman Berland published its 13th annual trust and credibility survey, which consisted of 20-minute online interviews (Edelman Trust Barometer, 2013). The 2013 Edelman Trust Barometer online survey sampled 26,000 general population respondents, and an additional oversample of 5,800 people ages 25-64 across 26 countries were interviewed (Edelman Trust Barometer, 2013). The interviewees were college-educated with a household income in the top quartile for their age in their country, read or watch business/news media at least several times a week; follow public policy issues in the news at least several times a week (Edelman Trust Barometer, 2013). According to the study respondents, in 2013 trust in the media remained low on an international level with only 17 percent of the global population saying the media can be trusted a great deal (Edelman Trust Barometer, 2013). Although the level of trust among the general population increased by two percent since 2012, the level of trust held in the media still remains very low (Edelman Trust Barometer, 2013).

Across the general public, there are widespread global differences in how trusting people are of different media sources. Specifically, trust discrepancies

are noticeable between emerging and developed countries. In developed countries, such as the United States, just 51 percent said they would trust traditional media as a source for general news and information when asked to rate different sources for information (Edelman Trust Barometer, 2013). On the flipside, compared to developed countries, trust of traditional media is significantly higher in emerging countries (Edelman Trust Barometer, 2013). Among the different news medium, emerging countries place more trust than developed countries in social by 32 points, traditional by 14 points, online search engines by 24 points, hybrid by 24 points and owned by 22 points (Edelman Trust Barometer, 2013).

Trust in the media breaks down further along generational lines (Edelman Trust Barometer, 2013). Although trust in traditional media and online search engines remains high among all ages in the general population, there are noticeable generational differences, specifically for those who fall into the millennial category (born 1981-2000). Among the youngest generation, trust is highest in online search engines with 61 percent, and lowest in owned media with 44 percent globally (Edelman Trust Barometer, 2013). The increased trust in new media among millennials makes sense when considering that this is the first generation of digital and internet natives, having grown up without subscribing to and or reading traditional newspapers.

Internet and Social Media by Generation:

A recent study conducted by eMarketer estimates that 75.7 percent of the 65.6 million United States residents go online at least monthly (eMarketer, 2013). When broken down by age group, 93 percent of Millennials, 89 percent of Gen Xers (born 1965-1980) and 77 percent of Baby Boomers (born 1946-1964) use the internet monthly (eMarketer, 2013). Members of The Greatest Generation (born 1901-1924) and the Silent Generation (born 1925-1933) were not surveyed by eMarketer (Strauss & Howe, 1991). Although Baby Boomers do not quite reach the same levels of activity as the younger generations, they aren't far behind. While Millennials have the highest percentage of social networking of any generation, followed closely by Gen Xers who typically use social networking sites at least monthly, Baby Boomers accounted for a little over one in every five social network users (eMarketer, 2013).

Similar to Kim and Lee's study, the 2011 Pew Report found "people use online social tools to gather information, share stories, and discuss concerns" (Fox, 2011, p. 5 cited in Westerman, Spence, & Van Der Heide, 2014). According to the most recent social media Pew Report from 2013, roughly 73 percent of adults who go online now use a social networking site of some kind (Duggan & Smith, 2013). As seen among journalists, social media has become a reputable source for consumers, and a great way to gain information from likeminded individuals or industry thought-leaders. More than ever before, the collective intelligence allowed for by communication technologies – specifically social media - has increased the possibilities for how people can share and receive

information. Social media is being used to seek information on topics ranging from fluff to serious. For instance, at any given moment, interested parties can find play-by-play updates from the Academy Awards, or up-to-the minute information about a Supreme Court ruling. While social media is used for a number of different reasons, the author was interested to learn that “health topics” remain fairly high-traffic areas for social media and internet communication. As much as 59 percent of adult Americans (80 percent of internet users) report having gone online for health information, such as diets or new health fads in which the Paleo Diet would fall (Fox, 2011 cited in Westerman et. al., 2014).

Research Background

History of ‘Search’ :

Of the numerous ways to first gather information or learn about a topic today, search engines are among the top contenders. With just a few clicks someone in Waterloo, Iowa, can search and find the menu of a restaurant in Sydney, Australia. Or, a new mom can search and find a group of like-minded mothers in an online network, further fueling the concept of collective intelligence. Of the search engines available to consumers, Google is the leading search engine in the world today (Our history in depth a Company a Google).

When Larry Page and Sergey Brin founded Google in 1995, the leading search engine of the time was Digital Equipment Corporations’ Altavista, which

proudly indexed 30 million web pages (Barsch, 2013). Altravista's main purpose was to "draw large crowds to Digital' s Web site and act as a showcase for Digital' s own Internet products" (Lewis, 1995). Today, Google indexes one million times more than Altravista was capable of indexing, with a staggering 30 trillion web pages (Barsch, 2013). Google is living out its mission to "organize the world's information and make it universally accessible and useful;" every day, billions of search queries are made using Google (Our history in depth a Company a Google, Google, Google Annual Search Statistics.). The search queries entered into the Google search bar are a glimpse into the information the general public wants to receive.

According to Barsch, "The data flowing through search engines on an hourly basis provides an unfiltered look at humans at their most petty, silly, perverse, shallow, frail, fearful, proud, generous, loving, selfless, compassionate" (Barsh, 2013). Search data shines a light on what a whole group of people collectively decide is important to know, or what the general public believes is significant. "People have adopted search engines as their primary means of solving every conceivable problem, regardless of size or severity, that the human condition can possibly generate," (Barsch, 2013). The author uses search engine data to represent the online agenda of the general public, specifically that which is searched for using Google and reflected in Google Trends reports.

Google Trends:

In 2006, Google released its first trends report, providing a way to visualize the popularity of search queries over time (Our history in depth a Company a Google, Google). Since its inception, Google Trends has expanded beyond an annual report and into an analytics tool. Now, Google Trends is an up-to-date display that shows Google search queries as far back as 2004. Google Trends graphs show how often a term is searched over time relative to other searches during the same timeframe (Where Trends data comes from, Google). “Google Trends analyzes a percentage of Google web searches to determine how many searches have been done for the terms you've entered compared to the total number of Google searches done during that time” (Where Trends data comes from, Google).

Although it's less sophisticated than other analytic tools such as Google Analytics, Good Trends does provide a free snapshot of the information being searched for in a specific area of the globe during a specific timeframe. Google Trends gained fame for its role in predicting influenza (flu) outbreaks around the world based on search query data. Established as a collaborative effort between the United States Center for Disease Control and Prevention (CDC) and Google, Google Flu Trends uses aggregated search activity to estimate flu activity in near-real time (Ginsberg, Mohebbi, Patel, Brammer, Smolinski, & Brilliant, 2008).

Since about 90 million American adults per year use Google to search for health information online, web search queries are a uniquely valuable source of information about health trends (Ginsberg, et. al., 2008). By taking flu outbreak

data over time provided by the CDC and comparing it to the popularity of search queries over time, Google Flu Trends is now able to establish prediction patterns for flu. While not everyone who searches for “flu” is actually sick, there is an increase of search terms related to flu during flu season, and Google found that there are certain search terms that are strong indicators of actual flu outbreaks (Ginsberg, et. al., 2008; Flu Trends, Google). By counting how often the specific flu search queries arise, Google Flu Trends is able to estimate where flu outbreaks happen in different countries and regions around the world, based on the relationship between search queries and flu cases reported to the CDC (Ginsberg, et. al., 2008). This same concept holds true in other areas. Although Google Trends was made famous by its ability to “predict” a flu outbreak, search data provided by Google Trends can be used in any industry.

Search for The Paleo Diet:

As Google found, Americans increasingly turn to the internet for answers. More consumers than ever before use the internet to ask and answer their health questions. Research by the Pew Research Center's Internet & American Life Project found that while the youngest and oldest generations may differ in some areas of internet behavior, certain key internet activities are becoming more popular across all age groups, including using search engines and social networks as significant sources of health information (Zickuhr, 2010). One of the health related search areas for which consumers turn to the internet, is diet. Consumers want to know what food to eat and why, which is seen among

Google's top searched for categories. In 2013, Google released its annual Google Trends report, which featured search query data in charts for categories such as: events, people, animals, diets, and even celebrity breakups (Google Trends). The 105 charts for United States search queries during 2013 gives a glimpse into the minds of people living in the states, and what is considered most important collectively (Google Trends). According to Google trends, and seen in Figure 2, the top searched for diet of 2013 was the Paleo Diet (Google Trends: Paleo Diet).

Figure 2: Top searched for diets in 2013 according to Google Trends



While 2013 was the year the Paleo Diet topped Google Trends, the idea of the Paleo Diet isn't itself new. The Paleo Diet has been around since 1985, when the *New England Journal of Medicine* published a paper entitled "Paleolithic Nutrition — A Consideration of Its Nature and Current Implications," (Eaton & Konner, 1985). However, Paleo didn't gain momentum until 2002 with the publication of "The Paleo Diet: Lose Weight and Get Healthy by Eating the

Food You Were Designed to Eat" by Loren Cordain, a professor at Colorado State

University (Cordain, 2002). Based on the philosophy that eating like Neanderthals would be most beneficial to humans, the Paleo Diet's popularity has continued to grow from 2002 until 2013, when it became the most searched-for diet in the United States (Cordain, 2002). Figure 3 shows that Paleo Diet didn't become the top searched for diet overnight, but rather, search queries for Paleo Diet slowly increased over time. Agenda Setting and Agenda Building studies indicate something must have influenced the general public's interest.

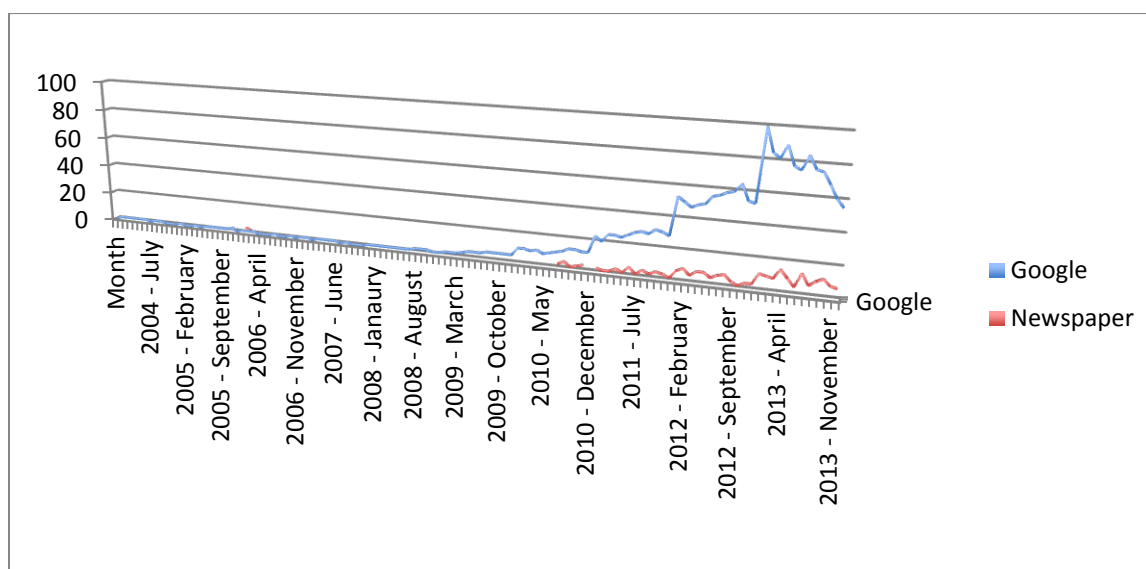


Figure 3:
Searches for Paleo Diet from 2004 – 2013 compared to Newspaper reporting

Previous research in the Agenda Setting/Agenda Building sphere conducted by Kim and Lee looked at the relationship between Cyberspace and traditional media, focusing specifically on key agenda-rippling channels such as email, messenger, mailing lists, webcasts, mini homepages, blogs, bulletin boards, news groups, and portal sites (Kim & Lee, 2006). Missing from their list

of agenda-rippers was search queries. The more a term is searched, the more likely it is to auto-populate when someone begins typing a similar phrase into Google's search bar. The author considers this technique another form of agenda-rippling, in that consumers may not know to search for a specific topic unless provided the information in the form of an auto-populated response.

The close relationship between agenda-rippling and Google Trends, both coming from the same search engine, suggests to the author that Google Trends are strong indicators of general interest in a topic, and that search queries are positively related to reporting. To better understand the relationship between reporting, search, and the role of the collective intelligence, this paper asks:

Research Question

RQ1: Are search queries for Paleo Diet being conducted before or after the Paleo Diet is being reported in traditional media?

RQ2: How are Paleo Diet enthusiasts gathering information on the diet?

Data

Data are from Google Trends, which represent search queries for Paleo Diet in the U.S. by month, between January 1, 2004 and December 31, 2013; and U.S. newspaper articles on Paleo Diet by month, between January 1, 2004, and December 31, 2013 through LexisNexis Academic (Figure A). Of the 722 newspaper articles that mentioned Paleo Diet, the author omitted all that were

international, leaving 219 newspaper articles from within the U.S. The author reviewed the Google Trends data and the LexisNexis data twice to ensure the validity of the data sets, making sure that each mention was only counted once.

One focus group made up of five Paleo Diet enthusiasts was conducted to uncover how people who follow the Paleo Diet seek out information about the diet. Focus group participants were recruited by the author based on self-identifying as following the Paleo Diet on Facebook. The average age of participants in the focus group was 30.5, and the group was made up of four men and one woman. Out of the five participants, four were members of a CrossFit Gym, and all five lived in the Minneapolis metro area. The group engaged in conversation for about one hour and every participant voiced opinions. There were no overly dominant participants.

The author moderated the group and did not follow an established script. Most questions were asked and answered aloud, though sometimes participants were asked to write down their answer before speaking, to encourage reflection and to protect minority opinions. At the end of the session participants were asked to share their age and where they lived.

Analysis

The Pearson's correlation test was used to determine the relationships (or associations) between Google Trends and Newspaper articles, given a value

between +1 and -1 inclusive where 1 is total positive correlation, 0 is no correlation and -1 is total negative correlation¹.

A content analysis of the newspaper articles that mentioned Paleo Diet was conducted to identify how the Paleo Diet was being reported. The author established mutually exclusive units of measurement and the content analysis was measured using intracoder reliability². To determine the reliability of the content analysis, the author coded the information three different times over the span of two weeks. The final coding is shown in Figure B. To code, the author reviewed the newspaper articles looking for mentions of Paleo Diet to determine how the Paleo Diet was being reported. The author coded articles into 8 categories including: Paleo Recipes, Paleo Books, Explaining the Paleo Diet, Mentions of Paleo Diet without context, Mentions of Paleo diet in context, About a caveman's diet, CrossFit Gyms and U.S. News & World Report on diets (Figure C). The author based these categorizations on repeated themes found among newspaper articles that included information on the Paleo Diets.

Articles that mentioned Paleo Recipes were those written for the purpose of providing a Paleo Diet-friendly recipe, while articles that were coded "books," were reviews of Paleo Diet Books, or mentioned Paleo Diet books. Articles that explained the Paleo Diet were written to teach someone about the diet; this category was most closely related to articles that mentioned the Paleo Diet in

¹ The author does not have access to SPSS. Hyejoon Rim, Ph.D., assistant professor at the University of Minnesota's School of Journalism and Mass Communications ran the PCC.

² Intracoding is considered a valid form of coding when multiple coders are not available (Wimmer & Dominick, 2006, p.168-170).

context, but were not about the diet. The difference between the categories is that one was specifically about the diet, while the other was about fitness, dieting, nutrition, or something else related to, but not specifically about, the Paleo Diet. Articles that mentioned the Paleo Diet out of context from the rest of the story were categorized as “mentions of Paleo Diet out of context,” also sometimes categorized as “other” when conducting a content analysis. Since the “other” articles that mentioned Paleo but did not mention the diet were omitted, the author named the category to fit the data set. Because the Paleo Diet is based on the caveman diet, some articles were specifically about the caveman diet. A big proponent of the Paleo Diet is the CrossFit Gym franchise, and some articles were mostly about CrossFit but included information on Paleo, and thus were coded “CrossFit.” Lastly, the U.S. News & World Report came out with its list of “best” diets, ranking the Paleo Diet last. Articles about the report were categorized as U.S. News & World Report on diets.

Listening to the focus group, the author was able to collect detailed, in-depth insights on a subjective and personal level. From individual responses, the author was able to put together a picture of how Paleo Diet enthusiasts seek out information. The focus group was recorded and reviewed along with the author’s notes. The author looked for both verbal and non-verbal sign-vehicles. Insights were clustered into major themes.

Findings

Content Analysis:

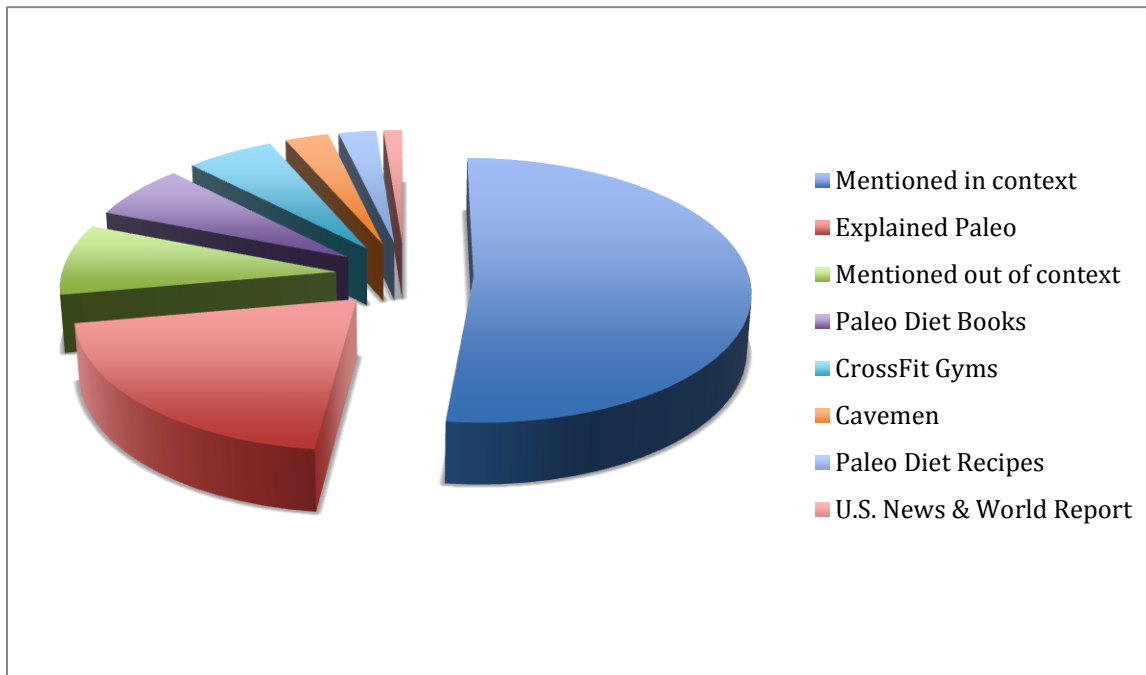
There is a significant relationship between Google search queries for Paleo Diet and newspaper reporting of Paleo Diet, $r = .98$, $p = < .001$, indicating that when search increased, so did reporting. Figure 4 summarizes the results.

Figure 4: Correlations

		Google	Newspaper
Google	Pearson Correlation	1	.998**
	Sig. (1-tailed)		.000
	N	121	52
Newspaper	Pearson Correlation	.998**	1
	Sig. (1-tailed)	.000	
	N	52	52

**. Correlation is significant at the 0.01 level (1-tailed).

Figure 5 shows the percentage breakdown of Paleo Diet topics per article.

Figure 5:

A higher percentage of newspaper articles mentioned Paleo Diet in context with the rest of the article than any other category, including articles that actually explained

the Paleo Diet (57% vs. 22.37%). Even fewer than the articles that explain the Paleo Diet, are articles that mention the Paleo Diet out of context with the rest of the article (9.58%). Close behind the articles that mention the Paleo Diet out of context are the articles that aren't specifically about explaining the diet, but, rather, focus on the Paleo Diet Books or CrossFit Gyms (7.3% vs. 6.39%).

Garnering very little coverage are the articles on Paleo Diet recipes or cavemen (2.73% vs. 3.19%). Lastly and with the smallest percentage, are the newspaper articles that mention the Paleo Diet when referencing the U.S. News & World Report diet ratings (1.36%).

Focus Group:

The focus group gave insight into how people who follow the Paleo Diet currently seek out information. Specifically, Paleo Diet enthusiasts who fall into the millennial demographic do not use traditional media to gather information on the diet, but they do use Google search and social media. Similar to previous research on millennials, this group of Paleo Diet enthusiasts felt very trusting of new media. They believed the information they read on the internet, specifically information found on blogs or information provided by members of their social media community. According to participants, the primary information Paleo Diet enthusiasts seek out is information on Paleo-friendly recipes, which was also the second smallest category reported on by the newspapers. Three overarching themes arose from the discussion including social media, food and the gym.

All members of the focus group said they use Facebook and Twitter as an information source, and two of the members spoke about using Pinterest. Through these social media tools, Paleo Diet enthusiasts liked being able to choose whom to follow, which became a reoccurring theme throughout the focus group. Choosing whom to follow was a way for enthusiast to seek Paleo Diet industry leaders and blogs, and add them to their social circles so any social media updates appeared in the Paleo Diet enthusiast's newsfeed. They also said Pinterest and Twitter were great sources of information when trying to find new and creative ways to cook while still following the Paleo Diet guidelines.

Quote takeaway: “I follow Nom Nom Paleo on Facebook to get new recipe ideas. It’s a great blog that posts new stuff regularly.”

An overwhelming amount of time during the focus group was spent discussing food, and how to get new recipes. Of the information the Paleo Diet enthusiasts are receiving on social media, the most important is recipes. Overall, participants felt the hardest part about the Paleo Diet was fulfilling food cravings, so they often sought out recipes. Participants said social media often gave them recipes, but mostly they turned to Google for recipes. Instead of searching specifically for “The Paleo Diet,” participants would search for specific Paleo Recipes or food alternatives. This was a unique way to use Google.

Quote takeaway: “Sometimes I’ll just Google ‘paleo breakfasts,’ or ‘paleo alternative for _____,’ or whatever. If I crave something, I just go to Google to find a paleo version.”

All of the participants said they either heard about the Paleo Diet from the gym, or from someone who had heard about it from the gym, specifically the CrossFit gym. They had all heard of CrossFit, and nearly all of them had tried it at one time. Even though not everyone went to CrossFit, everyone did go to the gym and spoke passionately about working out and maintaining an active lifestyle. They considered Paleo Diet a lifestyle, and a community. The gym, or

being active, was a big part of that lifestyle. Some of the participants also follow their gym on social channels and get information on the Paleo Diet from their gym's Facebook page or Pinterest, just as they would from another member of their social circle. A key point is how evident it was that the Paleo Diet enthusiasts considered the Paleo Diet part of their online and offline community and identity.

Quote takeaway: "Paleo is more than a diet, it's a whole lifestyle. Everyone at the gym eats Paleo, so we share the best blogs or whatever to get new recipe ideas."

Discussion

This paper found that there is a strong correlation between Google search queries for Paleo Diet and reporting of Paleo Diet. The author found that contrary to the general public finding out about information from the mass media, the general public searching for information preceded the newspapers reporting of the Paleo Diet. The findings are similar to the idea of Reversed Agenda Effects proposed by Kim and Lee in which information being discussed online eventually made its way into the mass media and the general public (Kim & Lee, 2006).

When more people were looking for information about the Paleo Diet online, more newspaper articles reported on the diet. The findings do not, however, indicate causation and cannot say that reporters are using Google

Trends to know what to report. To avoid the risk of equating influence with mention frequency, the author proposes a different way of looking at this kind of reporting. The paper reviewed the types of articles being written about the Paleo Diet by conducting a content analysis, which uncovered that the majority of newspaper articles did not explain the Paleo Diet and instead only mentioned the diet in relation to the rest of the article. The relatively small number of articles that were actually about the Paleo Diet led the author to theorize that including the Paleo Diet in the article was similar to a marketing technique known as “newsjacking,” rather than actually reporting on the diet (Scott, 2011).

Newsjacking is a relatively new content marketing strategy for improving Search Engine Optimization (SEO), in which “trending” news is spliced into a company’s blog or website story to improve SEO placement (Scott, 2011). Primarily used by marketers, newspacking works most effectively when used in real time, allowing communications professions to contribute to the overall discussion without really having much to do with the topic at all, while driving traffic through SEO. For example, if a blog includes key phrases from the popular HBO series *Game of Thrones* in a post the day after the show airs, just using the phrases will help boost SEO even if the post isn’t about the show. As the communications landscape continues to evolve, newsjacking may go beyond content marketing and also be used by journalists or bloggers to increase article SEO.

In the case of the Paleo Diet, 57 percent of the articles that mentioned the Paleo Diet did not explain the diet. Articles only mentioned the diet in context with the rest of the story. Although the study reviewed print newspapers, the digital age assumes all traditional media may now also be found online, which means including topical phrases such as Paleo Diet may have inevitably improved SEO. While journalists can't newsjack any story, because it must relate to their space, there are opportunities to incorporate trending information into a story. As prior research indicates, journalists already actively follow industry leaders on Twitter to know what's newsworthy, they may also do the same to know what topics people are discussing, and since Paleo Diet enthusiasts use social media to gather information, journalists have an opportunity to eavesdrop in on the conversations being had online. Just as the focus group participants explained, using social media for quick dissemination and viral spread of information is now an intrinsic part of the news process, which echoes the research conducted by Kim and Lee.

The focus group also gave insight into the rise in Paleo Diet search queries as reported by Google Trends. While not everyone who searches for information on the Paleo Diet searches for "Paleo Diet," there is an increase of search terms related to the Paleo Diet, and Google found that these related search terms are strong indicators of people's interest in the diet. By counting how often specific search queries arise, Google Trends is able to estimate how popular the Paleo Diet is compared to other diets, just as it did to "predict" flu patterns based on

search queries related to the flu. While none of the focus group participants said they searched for “Paleo Diet,” all of them used Google to search for “Paleo Diet Recipes.” The focus group also highlighted the importance of online collective intelligence, and while traditional media is still a source for many, there are niche communication medium for specific areas. Through search, the Paleo enthusiast could find their niche communities, or find food blogs that tapped into the paleo trend.

Knowing where and how the audience is gathering information is key for communications professionals. Furthermore, understanding that diverse audiences will use different media differently is important. For instance, the focus group was made up of millennials, a group known for their digital aptitude. A group of Boomers may have provided different insights for how information was shared. These insights are important for understanding how consumers gather and share information.

The study findings highlight how communications professionals can better reach target audiences, specifically by using Google Trends as an analytics tool along with Twitter and other social media to gauge discussion around specific topics. Google Trends now allows Google Alerts for keywords, which sends an email if there is movement of a specific search keyword. This information can be used to know when there is an increase in interest among the general public, which would indicate an opportune time to pitch a story to a

journalist. Communications professionals should also follow industry leaders on social media to know the next hot topic being discussed.

Findings from this study highlight the shift from a traditional Agenda Building/Agenda Setting model, to a new take on Reversed Agenda Effects Model written about by Kim and Lee. Although Kim and Lee did not propose a new communication theory, they did share a blueprint for how information may be disseminated from online communities to the general public. Now, there is no one tool being used to tell journalists what to report, and no specific medium from which the general public gathers information. Furthermore, the segmented general public more closely resembles many inter-connected publics than one whole public. The process of information sharing has become more of a Venn diagram, with overlapping influencers meeting in numerous sections. As seen in Figure 6, many influencers have the opportunity to shape traditional media reporting and or the general public agenda.

Herold Model of Agenda Influencing:

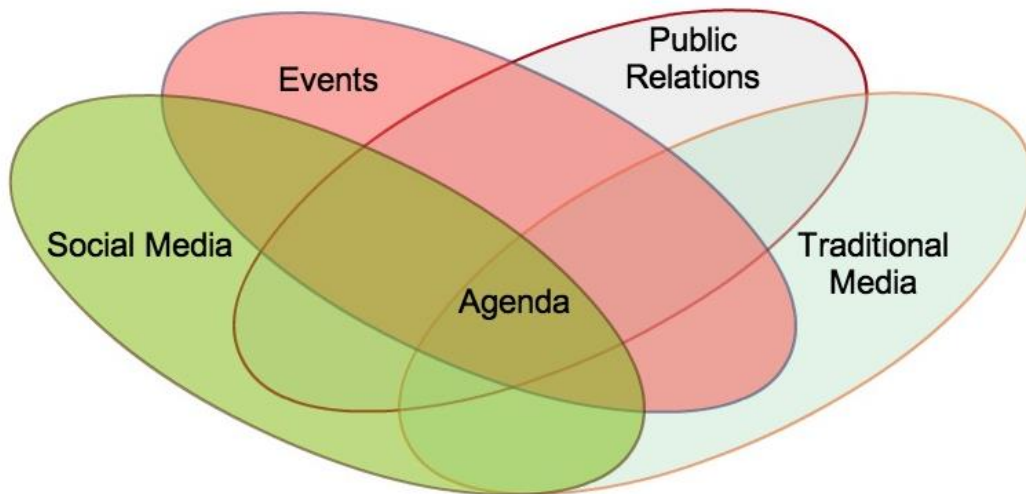


Figure 6: Agenda Influencing of a Public

The author proposes a new look to the traditional Agenda Setting/Agenda Building theories by expanding upon Reversed Agenda Effects Model. The author picks up where Kim and Lee left off, showing that the ability to influence the general public goes beyond just that of online communities. There are numerous opportunities for the public to be influenced, and communications professionals need to be aware of the different influences all impacting their target audience at the same time.

Instead of relying on traditional public relations to inform the media, and traditional news media to inform the general public, it is important for communications professions to be aware of how the industry is changing.

Industry professionals must stay on top of the information dissemination shift to ensure their voices are heard above the other noises. The Herold Model of Agenda Influencing takes into account the many different agenda influencers such as events, public relations, traditional media and social media, all of which influence the public agenda. Furthermore, in recognizing there is no longer one overarching general public, the Herold model allows for communications professionals to identify how their specific audience or public may be influenced. By staying relevant and topical, realizing how quickly information is shared and by whom, communications professionals can remain in the conversation.

Limitations

The study findings must be considered in light of its limitations. First, While Google Trends can be used to show the general interest of a search term, it is not an exact science. Google Trends shows a normalized level of interest over time for a prospective keyword phrase and does not give specific or exact search queries in exact amounts. Because of this the author is unable to examine the attributes of the content, which otherwise would be done by breaking down the stories. Similarly, LexisNexis only provides data on print publications; it does not take into account the numerous online-only newspapers such as HuffingtonPost.com or MinnPost.com. When comparing Google Trends data with LexisNexis data, the author saw a correlation that may have had greater strength with a larger data set. Secondly, although the focus group allowed for in-depth

knowledge from Paleo Diet enthusiasts, it also relied on self-reporting, which can be influenced by any number of outside sources. Although the participants answered openly, unknown experiences may have influenced their response in the group setting. Furthermore, the focus group was a very small sample of Paleo Diet enthusiasts and only represented millennials. While this study explored the millennial subset, more qualitative research on a larger scale may provide richer data. Another limitation of having only one focus group was the potential for bias. A second focus group of Paleo enthusiasts would provide more characteristics. Also, a second focus group with “non-enthusiastic” would provide for richer content and deeper insights. Lastly, the author recommends more research be conducted on newsjacking and reporting. In the paper the author used newsjacking to give a name to explain what the data showed, yet further research on the topic is still needed.

No longer is there one medium that sets the public opinion, nor is there a traditional way in which journalists attain story ideas. Google Trends gives a picture of just how widespread search queries can be at any given time, also highlighting the conversations that could be had based on information gathered from any number of sources. The cultural shift towards online communication and the increased use of social media cross-generationally means the general public is no longer exclusively reliant on traditional mass media outlets for information. While all generations are slowly shifting online, the shift is most noticeable among millennials, the group that holds the least amount of trust in

owned media and the most trust in social (Edelman Trust Barometer, 2013). It is reasonable to believe that the generation that lacks trust in traditional media may not find the media source to have power over them McCombs, M. E., Shaw, D. L., & Weaver, D. (1997). Lastly, the move from traditional information dissemination through one medium, to a more organic form of communications through multiple medium means there is no longer a set standard for Agenda Building or Agenda Setting and the consumers themselves can in times set the agenda of the media, as was found by Kim and Lee.

Summary

In summary, the author found Google Trends is one of the tools that can be used to gauge interest in a topic. Communications professionals should be aware of how information is being searched and gathered, for them to properly reach the right audience through channels not previously considered in the traditional Agenda Setting and Agenda Building theories. The Herold Model of Agenda Influencing proposes there are numerous influencers who have the opportunity to shape the public agenda.

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Figure A: Google Trends v Newspaper reporting on Paleo Diet

Month	Google Paleo Diet	Newspaper Paleo Diet
2004 - January	2	1
2004 - February	2	
2004 - March	2	
2004 - April	2	
2004 - May	2	
2004 - June	2	
2004 - July	1	
2004 - August	2	
2004 - September	2	
2004 - October	1	
2004 - November	1	
2004 - December	1	
2005 - January	2	
2005 - February	1	
2005 - March	1	
2005 - April	2	1
2005 - May	1	
2005 - June	2	
2005 - July	2	
2005 - August	2	
2005 - September	2	
2005 - October	2	
2005 - November	3	
2005 - December	1	

2006 - Janaury	2	3
2006 - February	2	1
2006 - March	2	
2006 - April	1	
2006 - May	1	
2006 - June	1	
2006 - July	2	
2006 - August	1	
2006 - September	1	
2006 - October	2	
2006 - November	1	1
2006 - December	2	
2007 - Janaury	2	
2007 - February	1	
2007 - March	2	
2007 - April	2	
2007 - May	2	
2007 - June	2	
2007 - July	1	
2007 - August	2	
2007 - September	1	
2007 - October	1	
2007 - November	1	
2007 - December	2	
2008 - Janaury	2	
2008 - February	2	
2008 - March	2	
2008 - April	2	
2008 - May	2	
2008 - June	2	
2008 - July	2	1
2008 - August	3	
2008 - September	3	
2008 - October	3	
2008 - November	2	
2008 - December	2	
2009 - Janaury	3	1
2009 - February	3	
2009 - March	3	
2009 - April	4	
2009 - May	5	
2009 - June	5	
2009 - July	5	
2009 - August	6	
2009 - September	6	
2009 - October	6	
2009 - November	6	1
2009 - December	6	
2010 - Janaury	11	2

2010 - February	11	
2010 - March	10	2
2010 - April	11	
2010 - May	9	
2010 - June	10	
2010 - July	11	2
2010 - August	12	4
2010 - September	14	1
2010 - October	14	2
2010 - November	13	3
2010 - December	13	
2011 - Janaury	24	2
2011 - February	21	1
2011 - March	26	1
2011 - April	26	3
2011 - May	25	1
2011 - June	27	5
2011 - July	29	1
2011 - August	30	4
2011 - September	29	2
2011 - October	32	4
2011 - November	31	3
2011 - December	29	1
2012 - Janaury	54	6
2012 - February	51	8
2012 - March	48	4
2012 - April	50	7
2012 - May	51	7
2012 - June	56	4
2012 - July	57	6
2012 - August	59	7
2012 - September	60	3
2012 - October	65	1
2012 - November	55	3
2012 - December	54	3
2013 - Janaury	100	10
2013 - February	85	9
2013 - March	82	8
2013 - April	90	14
2013 - May	78	9
2013 - June	76	4
2013 - July	85	13
2013 - August	77	6
2013 - September	76	9
2013 - October	69	11
2013 - November	61	7
2013 - December	56	6

Total:

Google Trends 2226

Newspaper 219

Figure B: Coding sheet

- | | |
|--|--------------------------------------|
| A. Paleo Recipes | A. Mentions of Paleo diet in context |
| B. Paleo Bookes | B. About a caveman's diet |
| C. Explaining the Paleo Diet | C. CrossFit Gyms |
| D. Mentions of Paleo Diet out of context | D. U.S. News & World Report on diets |

	Newspaper								
Month	Outlet	A	B	C	D	E	F	G	H
2004 - Jan	The Denver Post								
2005 - April	Chicago Tribune								
2006 - Jan	The Capital (Annapolis, MD)								
2006 - Jan	The Maryland Gazette								
2006 - Jan	The Orange County Register (California)								
2006 - Feb	Tulsa World (Oklahoma)								
2006 - Nov	The Denver Post								
2008 - July	Star-News (Wilmington, NC)								
2009 - Jan	The Atlanta Journal-Constitution								
2009 - Nov	El Paso Times (Texas)								
2010 - Jan	The New York Times								
2010 - Jan	The Washington Post								
2010 - March	Star Tribune (Minneapolis, MN)								
2010 - March	The Denver Post								

2010 - July	Deseret Morning News (Salt Lake City)								
2010 - July	Providence Journal								
2010 - Aug	San Jose Mercury News (California)								
2010 - Aug	Providence Journal								
2010 - Aug	The Joplin Globe (Missouri)								
2010 - Aug	Providence Journal								
2010 - Sept	Providence Journal								
2010 - Oct	Providence Journal								
2010 - Oct	Florida Times-Union (Jacksonville)								
2010 - Nov	Providence Journal								
2010 - Nov	Chico Enterprise-Record (California)								
2010 - Nov	San Jose Mercury News (California)								
2011 - Jan	Birmingham Post								
2011 - Jan	Birmingham Post								
2011 - Feb	Chico Enterprise-Record (California)								
2011 - March	Austin American-Statesman (Texas)								
2011 - April	Feather River Bulletin (Quincy, California)								
2011 - April	Star-News (Wilmington, NC)								
2011 - April	The New York Times								
2011 - May	York Daily Record (Pennsylvania)								
2011 - June	Chico Enterprise-Record (California)								
2011 - June	Deseret Morning News (Salt Lake City)								
2011 - June	Orange County Register (California)								
2011 - June	The Salt Lake Tribune								
2011 - June	The Denver Post								
2011 - July	The Tampa Tribune (Florida)								
2011 - Aug	The Journal Record (Oklahoma City, OK)								
2011 - Aug	Daily Camera (Boulder, Colorado)								
2011 - Aug	The State Journal- Register (Springfield, IL)								
2011 - Aug	Erie Times-News (Pennsylvania)								
2011 - Sept	Intelligencer Journal/New Era (Lancaster, Pennsylvania)								
2011 - Sept	Intelligencer Journal/New Era (Lancaster, Pennsylvania)								
2011 - Oct	Telegraph Herald (Dubuque, IA)								
2011 - Oct	Monterey County Herald (California)								
2011 - Oct	Pittsburgh Post-Gazette (Pennsylvania)								
2011 - Oct	Health Daily Digest								
2011 - Nov	Health Daily Digest								
2011 - Nov	Dayton Daily News (Ohio)								
2011 - Nov	Austin American-Statesman (Texas)								
2011 - Dec	Pittsburgh Post-Gazette								
2012 - Jan	Daily News (New York)								
2012 - Jan	Pittsburgh Post-Gazette								
2012 - Jan	Charleston Daily Mail (West Virginia)								
2012 - Jan	San Jose Mercury News (California)								
2012 - Jan	Tulsa World (Oklahoma)								
2012 - Jan	The Brunswick News (Georgia)								
2012 - Feb	Chicago Daily Herald								

2012 - Feb	The Pantagraph (Bloomington, Illinois)								
2012 - Feb	Daily Camera (Boulder, Colorado)								
2012 - Feb	Daily Camera (Boulder, Colorado)								
2012 - Feb	The Washington Post								
2012 - Feb	Lowell Sun (Massachusetts)								
2012 - Feb	Lowell Sun (Massachusetts)								
2012 - Feb	The Atlanta Journal-Constitution								
2012 - March	The Atlanta Journal-Constitution								
2012 - March	Star-News (Wilmington, NC)								
2012 - March	Tulsa World (Oklahoma)								
2012 - March	Austin American-Statesman (Texas)								
2012 - April	St. Louis Post-Dispatch (Missouri)								
2012 - April	Star-News (Wilmington, NC)								
2012 - April	The Washington Post								
2012 - April	The Oregonian (Portland, Oregon)								
2012 - April	The New York Times								
2012 - April	St. Louis Post-Dispatch (Missouri)								
2012 - April	The Daily Oklahoman (Oklahoma City, OK)								
2012 - May	Chico Enterprise-Record (California)								
2012 - May	Providence Journal								
2012 - May	The New York Times								
2012 - May	Orange County Register (California)								
2012 - May	Denver Post								
2012 - May	The Daily Citizen (Dalton, Georgia)								
2012 - May	Gloucester Daily Times (Massachusetts)								
2012 - June	The New York Times								
2012 - June	Gloucester Daily Times (Massachusetts)								
2012 - June	Star-News (Wilmington, NC)								
2012 - June	Mail Tribune (Medford, Oregon)								
2012 - July	The New York Times								
2012 - July	Denver Post								
2012 - July	The Oregonian (Portland, Oregon)								
2012 - July	Marin Independent Journal (California)								
2012 - July	The State Journal- Register (Springfield, IL)								
2012 - July	The New York Post								
2012 - Aug	The Washington Post								
2012 - Aug	San Jose Mercury News (California)								
2012 - Aug	Chicago Daily Herald								
2012 - Aug	Daily Camera (Boulder, Colorado)								
2012 - Aug	The Patriot Ledger (Quincy, MA)								
2012 - Aug	The New York Times								
2012 - Aug	Providence Journal								
2012 - Sept	Tulsa World (Oklahoma)								
2012 - Sept	The Washington Post								
2012 - Sept	The New York Times								
2012 - Oct	The New York Times								
2012 - Nov	Star-News (Wilmington, NC)								
2012 - Nov	The Washington Post								
2012 - Nov	Waterloo Region Record								
2012 - Dec	The Columbian (Vancouver, Washington)								

2012 - Dec	Eureka Times Standard (California)								
2012 - Dec	The Washington Post								
2013 - Jan	Tampa Bay Times								
2013 - Jan	The New York Post								
2013 - Jan	The Philadelphia Inquirer								
2013 - Jan	St. Louis Post-Dispatch (Missouri)								
2013 - Jan	Denver Post								
2013 - Jan	Daily News (New York)								
2013 - Jan	The Washington Post								
2013 - Jan	Orland Press Register (California)								
2013 - Jan	Chicago Daily Herald								
2013 - Jan	Chico Enterprise-Record (California)								
2013 - Feb	Spokesman Review (Spokane, WA)								
2013 - Feb	Star-News (Wilmington, NC)								
2013 - Feb	The Washington Post								
2013 - Feb	New York Observer								
2013 - Feb	Vallejo Times Herald (California)								
2013 - Feb	The Pantagraph (Bloomington, Illinois)								
2013 - Feb	Star-News (Wilmington, NC)								
2013 - Feb	Palm Beach Post (Florida)								
2013 - Feb	The Sun (Yuma, Arizona)								
2013 - March	St. Louis Post-Dispatch (Missouri)								
2013 - March	Contra Costa Times (California)								
2013 - March	The Express								
2013 - March	Tulsa World (Oklahoma)								
2013 - March	The Washington Post								
2013 - March	Dayton Daily News (Ohio)								
2013 - March	The Philadelphia Inquirer								
2013 - March	St. Louis Post-Dispatch (Missouri)								
2013 - April	Star-News (Wilmington, NC)								
2013 - April	The New York Times								
2013 - April	Dayton Daily News (Ohio)								
2013 - April	San Jose Mercury News (California)								
2013 - April	The New York Times								
2013 - April	Mail Tribune (Medford, Oregon)								
2013 - April	Tulsa World (Oklahoma)								
2013 - April	The Washington Times								
2013 - April	The Augusta Chronicle (Georgia)								
2013 - April	The Washington Post								
2013 - April	Marin Independent Journal (California)								
2013 - April	Dayton Daily News (Ohio)								
2013 - April	The Washington Post								
2013 - April	Pittsburgh Post-Gazette								
2013 - May	Waterloo Region Record								
2013 - May	Austin American-Statesman (Texas)								
2013 - May	The New York Times								
2013 - May	The Washington Post								
2013 - May	Palm Beach Post (Florida)								
2013 - May	Daily Camera (Boulder, Colorado)								
2013 - May	Palm Beach Post (Florida)								
2013 - May	Palm Beach Post (Florida)								
2013 - May	Daily Camera (Boulder, Colorado)								

2013 - June	Palm Beach Post (Florida)								
2013 - June	Marin Independent Journal (California)								
2013 - June	Daily Camera (Boulder, Colorado)								
2013 - June	Marin Independent Journal (California)								
2013 - July	Providence Journal								
2013 - July	The Washington Post								
2013 - July	The Christian Science Monitor								
2013 - July	The Leader-Telegram (Eau Claire, Wisconsin)								
2013 - July	Star Tribune (Minneapolis, MN)								
2013 - July	Austin American-Statesman (Texas)								
2013 - July	The Pueblo Chieftain (Colorado)								
2013 - July	Sarasota Herald Tribune (Florida)								
2013 - July	Contra Costa Times (California)								
2013 - July	Monterey County Herald (California)								
2013 - July	San Jose Mercury News (California)								
2013 - July	Chico Enterprise-Record (California)								
2013 - July	The Washington Post								
2013 - Aug	The Journal								
2013 - Aug	St. Paul Pioneer Press (Minnesota)								
2013 - Aug	The Washington Post								
2013 - Aug	The Washington Post								
2013 - Aug	Intelligencer Journal/New Era (Lancaster, Pennsylvania)								
2013 - Aug	Daily News (New York)								
2013 - Sept	Tampa Bay Times								
2013 - Sept	Telegram & Gazette (Massachusetts)								
2013 - Sept	The Free Lance-Star (Fredericksburg, Virginia)								
2013 - Sept	Sarasota Herald Tribune (Florida)								
2013 - Sept	hollywoodreporter.com								
2013 - Sept	The Atlanta Journal-Constitution								
2013 - Sept	The New York Times								
2013 - Sept	The Washington Post								
2013 - Sept	Intelligencer Journal/New Era (Lancaster, Pennsylvania)								
2013 - Oct	St. Louis Post-Dispatch (Missouri)								
2013 - Oct	The Atlanta Journal-Constitution								
2013 - Oct	The Columbian (Vancouver, Washington)								
2013 - Oct	The Washington Post								
2013 - Oct	Charleston Daily Mail (West Virginia)								
2013 - Oct	The Record (Bergen County, NJ)								
2013 - Oct	Waterloo Region Record								
2013 - Oct	The Capital Times (Madison, Wisconsin)								
2013 - Oct	Tampa Bay Times								
2013 - Oct	Austin American-Statesman (Texas)								
2013 - Oct	Chicago Daily Herald								
2013 - Nov	US Official News								
2013 - Nov	Charleston Daily Mail (West Virginia)								
2013 - Nov	Los Angeles Times								
2013 - Nov	Austin American-Statesman (Texas)								
2013 - Nov	The New York Times								
2013 - Nov	The Tampa Tribune (Florida)								

2013 - Nov	Newsday (New York)								
2013 - Dec	Albert Lea Tribune (Minnesota)								
2013 - Dec	Bangor Daily News (Maine)								
2013 - Dec	Bangor Daily News (Maine)								
2013 - Dec	Spokesman Review (Spokane, WA)								
2013 - Dec	The Berkshire Eagle (Pittsfield, Massachusetts)								
2013 - Dec	USA TODAY								

Recipes 2.73%

Book 7.30%

Explains Paleo 22.37%

Mentioned out of context 9.58%

Mentioned in context 57%

Caveman 3.19%

Crossfit 6.39%

U.S. News & World Report 1.36

